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ILLINOIS

# America Recycles Day

PLANNING  
GUIDE



**REDEDICATE  
YOURSELF  
to RECYCLING**

UNIVERSITY OF ILLINOIS-URBANA



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Illinois Department of Commerce and Economic Opportunity

Rod R. Blagojevich, Governor • Jack Lavin, Director





# What is America Recycles Day?

America Recycles Day (ARD) is a national event, and a special way to celebrate and encourage the positive difference recycling makes in our environment and our world. The official date is November 15th, but America Recycles Day can be observed throughout the year with public events, activities in the classroom or at service organization meetings.

One of the objectives of ARD is to collect “challenge cards,” signed by the public, which indicate a commitment to support recycling. There are many ways the cards can be distributed. Recycling educators and coordinators throughout Illinois hold events such as recycled fashion shows and pop can collections where the challenge cards are made available. Personnel from the Illinois Department of Commerce and Economic Opportunity (DCEO), in conjunction with the Illinois Recycling Association, also man booths at the Chicago Flower and Garden Show and the Illinois State Fairs where the cards are used in prize drawings for items such as recycled plastic lawn furniture.

America Recycles Day is also celebrated in other ways. For example, young people in Illinois may earn our Illinois Recycles Patch at any time during the year. All they have to do is complete requirements that range in difficulty according to age. Last year, schoolchildren, scouts, 4-H members and others earned some 7,000 patches. What a wonderful demonstration of how our youth embrace recycling and caring for our earth!

Another popular program, especially in classrooms, is our “teacher trunk” line-up of circulating cases filled with recyclable items and those made from recycled materials. Teachers and other youth leaders can easily and clearly show how recycling does make a difference in reducing waste and conserving resources. The cases are available year-round, but reserve yours early if you are aiming for November 15th or Earth Day in the spring.

Dozens of Illinoisans have won prizes as a result of filling out a challenge card during the seven years Illinois has participated in America Recycles Day. Prizes have included refurbished computers, furniture made with recycled plastic, free-standing basketball hoops made with recycled components, and overnight stays at state parks and lodges. The drawings are held in December after America Recycles Day on November 15th. Illinois was third in the nation in the number of challenge cards collected in 2002, with 20,000 cards submitted by recycling supporters. The Illinois cards are then sent to the National ARD organization for the national drawing. Last year, Walter Theefs of Morton Grove won one of the national prizes, a Trek bicycle!

This year’s special promotion include a statewide pizza giveaway by Casey’s General Stores, in conjunction with a discount on bottles of Pepsi. Beginning October 15th, when a customer purchases a pizza, they will be offered a coupon for a free pizza and a discount on Pepsi on their next purchase if they fill out an America Recycles Day challenge card.

New to ARD sponsorship this year is Eagle Ridge Resort and Spa—this premium Galena-area hotel has agreed to supply us with five “Recycle Yourself” spa weekends as prizes in our sweepstakes! Again, to enter you must fill out and send in an official ARD challenge card.

And, as always we are grateful to our Illinois business partners who supply us with prizes of wonderful outdoor furniture and gardening accessories—Tailwinds, EPS, and USPL. Several of these have already been given away as a result of entries at the Chicago Flower and Garden Show.



## Ideas for Businesses:



- Hold an ARD pledge drive for employees.
- Buy recycled content products for your office, from recycled paper to toilet paper, paper towels and rechargeable batteries.
- Include a bill stuffer in employee paychecks.
- Whenever possible, use recycled content paper for legal pads, phone message pads and promotional materials.
- Use both sides of copy paper.
- Use e-mail for office communication, not paper.
- Use old or outdated printed material for notepads and phone messages.



## Tips for Retail Outlets:

- Display a shopping cart filled with products that are recyclable and/or contain recycled content.
- Display an ARD poster and serve as a challenge card collection point.
- Distribute challenge cards at the counter.
- Contact your local government recycling coordinator and ask what you can do to support ARD. Offer employees to assist with local events and promotions, or donate funds to the event.
- Have a special day where a recycling expert will be on hand to answer customer questions about recycled content products.

## What can Government Do?

- Conduct a waste audit of government offices. Include a calculation of how many recycled products are being utilized. Reward the office with the best score.
- Announce on November 15th a percentage of procurement funds will be set aside for recycled and recyclable products.
- Run ARD public service announcements on your cable access station.
- Set up displays of recycled products in public buildings, and make challenge cards available.
- Include an ARD article and/or challenge card in agency newsletters.

## Schools, scouts and 4-H can get involved:

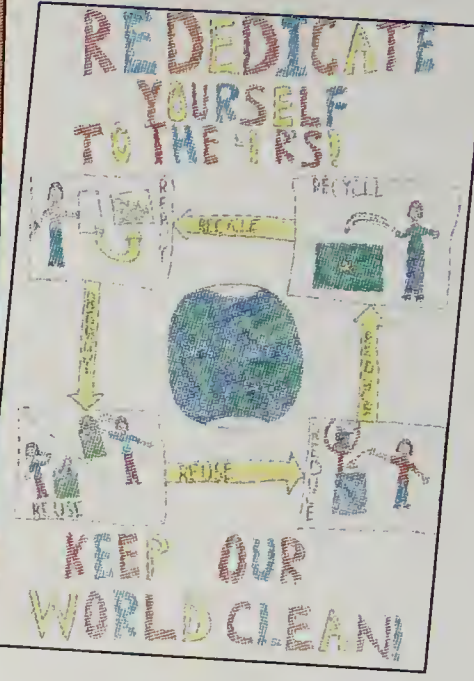
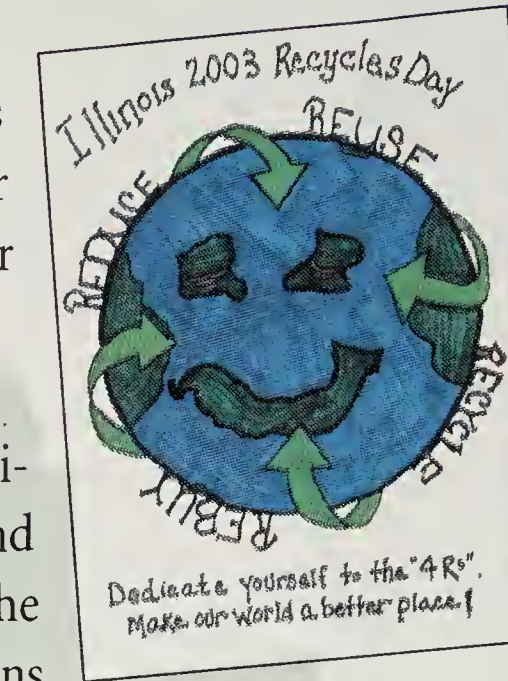
- Conduct field trips to local recycling centers or landfills.
- Participate in the DCEO Poster Contest for America Recycles Day.
- Earn the Illinois Recycles Patch.
- Have a contest to see which class can collect the most challenge cards.
- Have a contest to see which class can recycle the most paper or aluminum cans.
- For a day or a week, integrate recycling information into all subjects. DCEO has educational materials to help with this.



## Poster Contest Winners Announced

For the first time, a poster contest was held in Illinois schools this spring to celebrate America Recycles Day. Eligible entrants were required to be in the fourth, fifth or sixth grade, and only one finalist per classroom was allowed to enter.

The posters were judged on theme, clarity of the 4Rs message, originality and neatness/attractiveness. Experts in the areas of recycling, art and communications chose six winners from the nearly 100 finalist entries that were submitted to DCEO. The winners' artwork will be combined into one poster that will serve as the official America Recycles Day in Illinois poster for the fall campaign. The winners also receive a special "earth flag" and pizza party for their classroom, and recycling videos for their school. The pizzas are supplied by Casey's General Stores, a partner with DCEO and the Illinois Recycling Association in sponsoring the poster contest. All participating students are awarded a special certificate.



### The winners are:

**Carol Dooley** • 6th grade  
Waldo Middle School, Aurora

**Paloma Trygar** • 6th grade  
Our Lady of Humility School, Beach Park

**Robyn Scatena** • 6th grade  
Parkland School, McHenry

**Claire Baumer** • 4th grade  
Cathedral Grade School, Belleville

**Katie Schmidt** • 4th grade  
St. Petronille School, Glen Ellyn

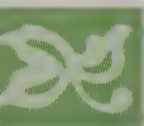
**Ben Henderson** • 5th grade  
Dirksen School, Schaumburg



### Enrietto Elected to National Board

Rebecca A. Enrietto, Illinois America Recycles Day State Coordinator, has been elected to the National Board of Directors of America Recycles Day Inc., a division of the National Recycling Coalition. Enrietto joins representatives of such sponsors as the National Soft Drink Association, Waste Management, Alcan Aluminum Corporation, Environmental Defense and Staples on the national board. The group offers support and guidance to states participating in America Recycles Day, and sets national ARD policy. This is the third year Enrietto has led the Illinois ARD effort.





# AVAILABLE RESOURCES

- Bookmarks
- Challenge cards
- Illinois Recycles Patch Kit
- Teacher trunks
- Posters
- Pencils
- Cookie cutters
- Magnets
- Curriculum materials/activity books
- Comic books

If you are interested in any of the above materials, please e-mail Rebecca Enrietto at [rebecca\\_enrietto@commerce.state.il.us](mailto:rebecca_enrietto@commerce.state.il.us) and/or Melissa Block at [melissa\\_block@commerce.state.il.us](mailto:melissa_block@commerce.state.il.us). You may also contact us by phone at 217/785-0184. Quantities of some items are very limited. If you are interested in media and marketing opportunities for ARD, or want to know more about our sponsors, please contact Kathy Elwood at [elwoodkathy@aol.com](mailto:elwoodkathy@aol.com), or 773/267-8702.

Additional resources are available from your local recycling and solid waste coordinators, and from the following Web sites:

DCEO—[www.commerce.state.il.us](http://www.commerce.state.il.us)

Illinois Recycling Association—[www.illinoisrecycles.org](http://www.illinoisrecycles.org)

America Recycles Day, Inc.—[www.americarecyclesday.org](http://www.americarecyclesday.org)

## ***Please follow these procedures:***

1. Request materials and challenge cards from DCEO.
2. Post events on Illinois and National Web sites.
3. Distribute materials; hold events.
4. Collect cards as soon as possible after November 15th.
5. Count and bundle cards.
6. Complete necessary forms.
7. Mail your packet to DCEO's Bureau of Energy and Recycling, Recycling Education Unit, 620 E. Adams, Springfield IL 62701 by November 20th.

## ***Winners will be chosen and notified in December.***

We would like to help publicize your events! If you contact us with information and photos, we are able to distribute the material through our partner, the Illinois Press Association, add it to our post-ARD folders for our sponsors, and submit the events to the National ARD organization for inclusion in their evaluations.